## CONTENTS

### Preface

- 3 Note of Introduction
- 4 What is a Brand?
- 5 Mission, Vision, and Values
- 6 Identity Importance
- 7 Terminology

### The Logo

- 8 Stacked Logo—Primary
- 9 Horizontal Logo—Secondary
- 10 Grayscale & Solid-Black Logo
- 11 Solid-Color Logo
- 12 Clear Space, Minimum Sizes
- 13 Logo with Contact Information
- 14 Logo with Business Units
- 15 Unacceptable Logo Use

### Graphic Elements

- 17 Color Palette
- 18 Coordinating Font and Background Colors
- 19 Snowflake
- 20 Diamond & Cross
- 21 Tagline

### Typography

- 23 Myriad Pro
- 25 Bookman Old Style & ITC

### Stationary

- 27 Letterhead
- 28 Envelope
- 29 Business Card

### Promotional Materials

- 32 Apparel & Merchandise

### Writing Style

- 33 Tone & Voice
On the following pages, you will find an explanation of the characteristics of Brookings Health System’s brand and detailed instruction on how to reproduce and apply the visual identity system.

As consistency in our visual presentation is one of the keys to the success of our brand, please follow these guidelines closely to ensure the consistent treatment of the visual identity system across all of our communications.

The Brookings Health System brand tells the story of who we are and what our promise is to the people we work with and the communities we serve. We are more than just a group of experts, each working in our respective fields—we are an organization working together toward a greater purpose.

In today’s world, health care is often delivered as a series of disjointed and impersonal experiences. At Brookings Health System, we stand for something more. Our purpose is to build connections, create an open dialogue, and partner with patients at every point in their health care experience.

Our system is dedicated to providing a coordinated continuum of care, creating lifelong relationships with patients, and bringing the future of health care to the residents of Brookings and the surrounding area.

Brookings Health System’s brand embodies our mission—to provide high-quality, compassionate, personalized health care that is patient-focused and supports our community. It is our promise to everyone who interacts with our system, and we will bring it to life in every aspect of our business.
**MISSION, VISION, VALUES**

**Our Mission**

To provide high quality, compassionate, personalized health care

**Our Vision**

The vision of Brookings Health System is to be a trusted source of health care for our regional community through:

- Committing to improve the well-being of our citizens
- Fostering physician and customer relations
- Investing in tomorrow’s workforce
- Delivering operational and service excellence
- Campus development and master planning
- Utilizing innovative technology

**Our Values**

**TRUST**

We will work to earn the complete trust of our patients, families, co-workers and communities through honest, ethical and professional behavior.

**INTEGRITY**

We adhere to an uncompromising code of moral and ethical principles.

**RESPECT**

We provide an environment where all individuals are treated with respect and dignity.

**ACCOUNTABILITY**

We take responsibility and ownership for our actions and their outcomes.

**COMPASSION**

We strive to be sensitive and caring for each individual’s emotional, spiritual and physical needs.

**TEAMWORK**

We work as a team to achieve our shared goals.

**EXCELLENCE**

We strive for excellence in all we do.
A brand is a collection of all the perceptions you have of a particular company or product. A brand includes obvious things such as the logo, corporate colors, design elements and company name. It also includes the perceptions and feelings about the brand that develop out of experiences with the company or service. A brand is the emotional and psychological relationship you have with your patients, clients, vendors and the community.

Everything associated with Brookings Health System—customer service, personal interaction, written materials, electronic communications, logo and design elements, even the office space, your appearance and outgoing voicemail messages—help develop the brand identity and reputation of our organization.

Strong, effective branding for Brookings Health System results in both external and internal benefits. For our external audiences, we create an identity that resonates with patients, their families and people who live in the communities we serve. This helps create an emotional bond. This emotional connection is critical to our success because people make buying decisions—including where to get their health care—emotionally. Internally, a strong brand helps us understand who we are, what we stand for, and where we are headed. It serves as a compass that guides us in the right direction when making choices and decisions about the services, products and level of patient care and customer service we provide.

Building a strong brand includes developing and maintaining a clean, consistent visual and written style. Having a uniform approach, look, tone and style is critical to the success of our brand. By creating and following brand guidelines, we can ensure that we are all communicating consistently in a way that enhances and supports our mission, vision, values, and brand.
What is Identity?

Identity is the visual elements of branding that creates an image of who we are. Identity often includes the logo, colors, fonts, layout guidelines, graphic elements and instructions that support the brand.

Why is Identity important?

Identity is the key to our communication efforts. An inconsistent image confuses the public and undermines our message. A strong, cohesive identity aimed at the target audience greatly increases the level of visibility of Brookings Health System.

What can you do?

The key to building and maintaining a successful brand is the proper use of its identity components—color, graphics, and typography and writing style. In order to ensure a high level of quality materials is maintained, we use industry-standard design software to create printed and web-based materials.

Core Adobe® products such as InDesign for layout design, Illustrator for vector-based graphics, and Photoshop for rasterized graphics and photograph retouching are acceptable software applications to use.

Any other applications such as Microsoft® Word, Powerpoint, and Publisher, Print Shop and Paint are not advised for the creation of print and web designs, but may be used if InDesign, Illustrator, or Photoshop are not available.

Where can you find Brookings Health System’s Identity collateral?

Please visit Brookings Health System’s website when seeking files of the logo and for a copy of these brand guidelines at www.brookingshealth.org/brand-guidelines.
TERMINOLOGY

CMYK

Cyan, magenta, yellow and black, the four colors used in professional printing, otherwise known as process colors.

RGB

Red, green and blue, the three colors that create all other colors in a digital medium.

PMS

Pantone Matching Systems. Defines the proprietary color matching system used by the printing industry to print spot colors.

HEX

A six-digit number used in HTML, CSS, and other computing applications to represent colors.

Logo

Refers to the combination mark of Brookings Health System. A logo that is comprised of both a typeface and a graphical symbol or image.

Symbol

Refers to only the snowflake element from the Brookings Health System logo.

Typeface

The size or style of the letter or character on a block of type or the full range of type of the same design.
The full-color logos should be used whenever possible, such as when using spot-color printing or when using two-color printing and you can select the specific colors. When using full-color (process) printing, or for digital or web applications, please refer to our color palette for CMYK, RGB, and HEX color information.

Our Brookings Health System logo is our most powerful corporate symbol—representing our name, personality, positioning and values. Presenting Brookings Health System’s logo consistently is a core goal of our strategy and essential to enhancing the strength of our brand identity. The stacked logo should be used in most situations, though space restrictions may require the secondary logo (this should be a last resort).

Always use the Brookings Health logo as specified in these guidelines. It is a visual asset that must be reproduced with care and consistency whenever it appears and must never be reset, redesigned, repositioned, altered or re-created in any other typeface.
The grayscale or solid black logos are the options used in single-color printing. The grayscale logo should be your first choice in most of these circumstances as it more closely replicates our color logo, but either may be used. If lower quality printing (85 lines per inch or less) or paper (such as newsprint) is being used or the logo is being reproduced rather small, you may have better results using the solid black logo version instead of the grayscale version.
The solid-color versions of the logo are available for use when the full-color version cannot be used, as in a single-color print job. Approved solid-color versions of the logo may only appear in the primary color palette (pg. 17).

When needing to reverse the logo on a dark color the logo should be solid white. Make sure the color you are reversing the signature on is sufficiently dark enough to maintain good contrast and visibility.
CLEAR SPACE, MINIMUM SIZES

Logo Clear Space

To ensure our identity’s integrity and visibility, the Brookings Health System logos should always be separated from competing text, images and graphics. These illustrations demonstrate the minimum clear space required for both the stacked logo and horizontal logo.

The height of the ‘B’ in Brookings is used to define the minimum amount of clear space needed on all sides.

Minimum Size In Print Usage

The Brookings Health System logos should never be used in print any smaller than shown below. The width of the word ‘Brookings’ should never be smaller than .75 inches in length from the left side of the ‘B’ to the right side of the ‘s.’

Minimum Size In Web Usage

The Brookings Health System logos should never be used on the web any smaller than shown below. The width of the word ‘Brookings’ should never be smaller than 72 pixels (or 1 inch on typical screens) in length from the left side of the ‘B’ to the right side of the ‘s.’
LOGO WITH CONTACT INFORMATION

Font
The font for the address copy is Myriad Pro Regular. Should the Myriad Pro font not be available, you may use Helvetica or Arial.

Spacing
As stated in Clear Space, Minimum Sizes, the address/web address/phone number must be placed below the logo at a minimum space of the height of the ‘B’ in Brookings. The address/web address/phone number must not be wider than the word ‘Brookings,’ and must be right justified.

When there are multiple lines of information, as in the address, set the Leading to ‘Auto’ and the Space After Paragraph to one fourth (¼) the font size.

Color
The address type should be set in Pantone® Cool Gray 10 C if using spot colors. If using process colors (CMYK), the address type should be set in Pantone® Cool Gray 10 CP from the Pantone+ Color Bridge Coated library, or the CMYK values C:40 M:30 Y:20 K:66. If using only black or grayscale, then set it to print at 80% Black. If you are experiencing legibility issues when using lower quality printing or a coarser line screen (85 lines per inch or less), such as in a newspaper, you may set it at 100% Black. Try to avoid this if possible.

These are examples showing how to use the logos with address, web address, phone number, and web address/phone number.

Full Contact Information

Brookings HEALTH SYSTEM
300 22nd Avenue
Brookings, SD 57006
Phone: (605) 696-9000
Fax: (605) 696-7770
brookingshealth.org

Partial Contact Information

Brookings HEALTH SYSTEM
300 22nd Avenue
Brookings, SD 57006
Font

The font for the business unit name is Myriad Pro Regular. Should the Myriad Pro font not be available, you can use Helvetica or Arial.

Spacing

The rule/line below the logo should be placed at a distance equal to the Cap Height of the business unit. When the width of 'Brookings' is at 2 inches, the font size of the business unit will be 12.51 points. The logo can then be scaled accordingly. The business unit should always be right justified, aligning with the right end of the rule/line. The spacing between the rule/line and the business unit should be visually equidistant as the rule/line is from 'Health System.'

If the name of a business unit is wider than the ‘B’ in ‘Brookings’, it is acceptable to carry the name of the unit onto two lines, as shown below in The Neighborhoods at Brookview logo.

Color

The business unit type (and rule/line) should be set in Brookings Health System Gray if using spot colors. If using process colors (CMYK), the address type should be set in Brookings Health System Gray from the Pantone+ Color Bridge Coated library, or the CMYK values C:40 M:30 Y:20 K:66. If using only black or grayscale, then set it to print at 80% Black. If you are experiencing legibility issues when using lower quality printing or a coarser line screen (85 lines per inch or less), such as in a newspaper, you may set it at 100% Black. Try to avoid this if possible.

These are some examples showing how business unit titles should be used with the logo. Only officially approved business unit titles are allowed.
UNACCEPTABLE LOGO USE

No deviation from the accepted use of the Brookings Health System logo as shown throughout these identity standards is permissible. Scanning the logo from reproduction materials or recreating the logo in any way is prohibited. The following are examples of how the logo might be misused in print or digital formats:

Rearrangement or Redesign of the Logo

To maintain an effective identity, the logo must be used consistently. Thus, the logo must never be rearranged, altered or changed by adding or deleting elements. Do not substitute typography. Do not change spatial relationships between the characters. Always use the logo exactly as it appears within this manual.

Improper Color

Color is an important element of the complete Brookings Health System identity. The logo can only be used in the colors outlined on pages 9-11 of this manual.

Legibility

Never place the logo on busy or highly textured surfaces that can cause poor visibility and distortion. Do not use second generation artwork such as photocopies. Never add drop shadows. The logo cannot be used as an outline or be graphically embossed.

Crowding the Logo

The primary and secondary logos should stand alone with a minimum of open space outlined on page 12 of this manual. It should not be boxed or shaded. Never print anything over the logo. Do not fill the logo with a texture.
GRAPHIC ELEMENTS
COLOR PALETTE

These are the main identity color palette. The Pantone® color numbers and CMYK color values are provided for print use. The RGB color values are provided for on screen use. The HEX color values are provided for use on the Web. Please keep in mind the colors depicted on your screen may appear differently on other screens depending on monitor settings, etc. Printed colors may also appear differently than the screen representations. Please reference a recent version of the Pantone® color formula guide for accurate matching purposes when printing in Pantone® inks or in CMYK (full color).

The secondary color palette is meant to be complimentary to the primary color palette. They are not meant to stand alone in representing Brookings Health System’s brand unless under carefully considered, specific business-oriented cases. We are a branded house, not a house of brands.

Note: If using two-color printing, where one color is black and the second color is Pantone® 2736 C, use 80% black to simulate the Pantone® Cool Gray 10 C color.

Primary Colors

Brookings Health System Blue
Pantone® 2736 C
CMYK 97 95 0 0
RGB 30 34 170
HEX 1E22AA

Brookings Health System Gray
Pantone® Cool Gray 10 C
CMYK 40 30 20 66
RGB 99 102 106
HEX 63666A

Pantone® White
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

Pantone® Black
CMYK 0 0 100
RGB 0 0 0
HEX 000000

Secondary Colors

Pantone® 314 C
CMYK 100 5 14 17
RGB 0 127 163
HEX 007FA3

Pantone® 347 C
CMYK 93 0 100 0
RGB 0 154 68
HEX 009A44

Pantone® 383 C
CMYK 29 1 100 18
RGB 168 173 0
HEX A8AD00

Pantone® 605 C
CMYK 0 2 100 9
RGB 225 205 0
HEX E1CD00

Pantone® 1595 C
CMYK 0 71 100 3
RGB 216 96 24
HEX D86018

Pantone® 1795 C
CMYK 96 93 2
RGB 210 38 48
HEX D2630

Pantone® 233 C
CMYK 12 100 0 0
RGB 198 0 126
HEX C6007E

Tint Increments

Under certain circumstances, tints of the brand colors may be used to add visual interest or give emphasis when designing collateral material. Only the tints listed above are approved for use.
COLOR PALETTE

100% Pantone® 2736 C
60% Pantone® 2736 C
35% Pantone® 2736 C
15% Pantone® 2736 C
100% Pantone® Cool Gray 10 C
60% Pantone® 2736 C

No colors except Brookings Health System Blue, Brookings Health System Gray, black and white are authorized for logo use.

Coordinating Font and Background Colors

White Text
15% Tint Brand Color

Black Text
White Text
15% Tint Brand Color

White Text
15% Tint Brand Color

Black Text
White Text
15% Tint Brand Color

Black Text
White Text
15% Tint Brand Color

Black Text
White Text
15% Tint Brand Color

When using text over any color other than white, be mindful of readability. Please refer to these text examples over each of the brand color chips.
Balanced, welcoming, and dynamic, the snowflake adds an innate sense of care to our design materials. It was specially created for our brand, purposely differentiating us within the health care category.

The snowflake symbol may appear by itself as a graphic element on promotional and collateral materials. It can appear in any of the primary or secondary brand colors, including black, as a solid, solid tint, or as a breakdown of monochromatic tint increments. If using monochromatic tint increments, only the approved tint percentages listed below may be used.

When displaying the snowflake, it may not appear tilted in any other orientation except with the cross straight on the vertical and horizontal axis.

**Solid-Color and Solid-Color Tints**

```
100% Brand Color
60% Brand Color
35% Brand Color
15% Brand Color
```

**Monochromatic Tint Increments**
DIAMOND AND CROSS

The diamond and the cross are graphic elements found within the snowflake icon. The diamond and the cross may appear by themselves as graphic elements on promotional and collateral materials. They can appear in any of the primary or secondary brand colors, including black, as a solid, or as a solid tint.

When displaying the diamond, it may appear in any tilted orientation. When displaying the cross, it may not appear tilted in any other orientation except straight up and down on the vertical and horizontal axises.
TAGLINE

Our approved tagline, “Inspiring Health,” supports our position as a brand and conveys a message of aiming to motivate health and wellness in our community.

Positioning

The “Inspiring Health” tagline has been graphically rendered on one line and should always remain in its prescribed size relationship to the Brookings Health logo.

When using the tagline with the logo, both should be aligned at the bottom of an ad or collateral page, with the logo in the lower right corner of the layout and the tagline either in the center or in the lower left corner.

Font

The tagline may only appear in the Myriad Pro font. It may not appear italicized or condensed.

It may appear in one of the three case styles shown at right.

Color

The tagline should only appear in solid colors from the primary color palette (pg. 17).
TYPOGRAPHY
Typography (fonts) is a strong visual element of an identity system and is part of what shapes a viewer’s impression of us.

The Myriad Pro font family was chosen because it is a very warm, friendly, clean and readable face that works well in text and display usage.

Myriad Pro is the font to use in the majority of Brookings Health System’s printed and digital communications. If these fonts are not available to you, you may use Helvetica or Arial, but this should be avoided if at all possible.
Myriad Pro Semibold Condensed Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Semibold SemiExtended
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Semibold SemiExtended Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Bold Condensed
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Bold Condensed Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Black
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Black Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Black Condensed
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

Myriad Pro Black Condensed Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=
Bookman Old Style is an alternative serif font used by Brookings Health System predominantly for large blocks of printed text due to its readability at smaller font sizes.

**Bookman Old Style Regular**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman Old Style Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman Old Style Bold**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman Old Style Bold Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Light Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Medium**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Medium Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Demi**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Demi Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Bold**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=

**Bookman ITC Std Bold Italic**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()-+=
STATIONARY
Here is information about creating a letter on the Brookings Health System letterhead, including margins, font, type size and leading. Note: The image below is not to scale.

**Margins**
- left: 1”
- right: 1”
- top: 1.5”
- bottom: 1.25”

**Type Specs (body of letter)**
- font: Myriad Pro Regular or Bookman Old Style
- alternate fonts: Helvetica, Arial
- size: 10.5 point
- leading: 14 point
Here is information about the Brookings Health System standard #10 business envelope usage, including margins, font, type size and leading. Note: The image below is not to scale.

**Margins**
left: 4”, top: 2”

**Type Specs (addressee lines)**
font: Myriad Pro Regular or Bookman Old Style
alternate fonts: Helvetica, Arial
size: 10.5 point
leading: 14 point

**Addressing Format**
Addressee
Company Name
Street Address
City, State 00000
Here is information about the Brookings Health System business card usage, including margins, font, type size and leading. Note: The images below are to scale.

**Margins**

left: .125", right: 1.5", top: .125", bottom: .485"

**Type Specs**

font: Myriad Pro Bold (name, phone, fax)
Myriad Pro Italic (title)
Myriad Pro Regular (email, street address)
Myriad Pro Semibold (website)

space after: 0.1”
size: 8.5 point
leading: 10.2 point
PROMOTIONAL ITEMS
Promotional and Merchandising Materials

The following guidelines have been established to ensure that all promotional materials communicate a consistent and unified Brookings Health System image. Our goal is to provide high-quality, functional items that express our commitment to “Inspiring Health.”

Selection of Promotional Items

Promotional items using our primary color palette (pg. 17) is preferred, but our secondary colors may be used as well. Avoid items that are clearly associated with our competitors’ colors.

Logo Use

When applying our identity to items, evaluate the placement, size, legibility, clear space and color presentation of the logo. Review the basic requirements found in The Logo (pg. 8) and Graphic Elements (pg. 16) sections.

On occasion, the secondary logo is preferred to ensure legibility, for example, on a pen or a jump drive where vertical space is very limited. Always be mindful of the readability of the logo as highlighted in Clear Space, Minimum Sizes (pg. 12).

Certain other special application techniques of the Brookings Health System logo system are approved for use. They include embossing in leather, or laser etching into glass, etc.

Tagline Use

The use of the “Inspiring Health” tagline should be evaluated on a case-by-case basis. Legibility, space and cost are all factors in this decision.

Apparel and Embroidery Specifications

Match Brookings Health System Blue as close as possible when selecting embroidery thread. Do not create a custom color combination of the logo other than Brookings Health System Blue and Brookings Health System Gray (pg. 9). The only one-color logos permitted for embroidery are in the primary color palette (pg. 17). When possible, request a sewn sample to size on the actual material prior to a full production run.
WRITING STYLE
An important element of our brand is our brand voice, the style and tone with which we convey written communications. Written communications about Brookings Health System should reflect we are a part of our community. It should also emphasize our strengths from our mission: high-quality, compassionate, and personalized.

**Tone**

Our message should be positive, sincere and honest. It should show our passion for health care and inspire our community. It should aim to build a personal connection with patients, demonstrating trust, dedication, and teamwork.

**Basic Style Rules**

**WRITE CLEARLY** Avoid jargon and medical terminology when communicating with external audiences, including patients and community members. If you must use jargon for external audiences, include explanations.

**BE CONCISE** Avoid long sentences, use active voice, and eliminate unnecessary words.

**CONSIDER THE AUDIENCE** Depending on for whom the piece is written, different elements of tone may be emphasized.

**USE OUR PROPER NAMES** Our proper name for our organization is Brookings Health System. “The” should never be placed in front of our organization’s name except when it is being used as an adjective. Our entities who make up Brookings Health System include:

- Brookings Hospital
- The Neighborhoods at Brookview: “The” in The Neighborhoods at Brookview should ALWAYS be capitalized. It is part of The Neighborhoods’ name.
- Yorkshire Eye Clinic
- Arlington Medical Center
- White Medical Clinic
- Volga Medical Clinic
- Medical Plaza

Use complete names in first references. For external communications, first references should always use our complete, proper names. Subsequent references may be shortened to Brookings Health or The Neighborhoods. The abbreviations BHS, NBV, YEC, AMC, WMC and VMC should never be used in external communications.